

ABSTRACT OF THE DISCLOSURE

The transmission data generation method comprises a step of setting the size of the fixed block based on the overhead (S3), a step of calculating the playout time of the fixed

5 block based on the size of the fixed block (S4), a step of

calculating the playout time of the segment for each segment

of the contents based on the playout time of the fixed block

(S14), a step of calculating the transmission time of the

segment for each segment of the contents based on the

calculated playout time of the segment (S18, S19), a step

of dividing the contents into segments according to the

transmission time of the segment, a step of dividing the

segment into blocks, and a step of converting the contents

into meta contents by adding overhead for each block, wherein

10 the overhead is set for each segment based on the overhead

15 in the fixed block.